

## Business Profile

### Company:

Wagner Skis  
([www.wagnerskis.com](http://www.wagnerskis.com))

### Industry:

Manufacturing, E-Commerce, Direct Sales

### Location:

Placerville, CO

## Highlighted Capabilities

**Product:** Premier Edition

**Multiple Sales Channels:**

**Retail WebStore:**

E-Commerce

**Direct Sales:**

Phone/Fax Orders

**Inventory:**

Assembly & Kits

Raw Materials to Finished Products

Matrix Item Products

Tracked by Size, Style & Color

Service Products

**QuickBooks:** Import & Export

## Challenges

- Inventory Management  
Manual processes, No stock tracking
- Production Management  
Spreadsheets, Manual Tracking
- Multiple Sales Channels  
WebStores, Direct Sales
- Multi-user Access - Multiple tools  
Fragmented Data, No Visibility

## Solution

- Wagner Skis deployed  
AGILIRON Premier Edition
- WebStore, Direct Sales  
Production Management, CRM,  
Order Management Modules
- Multiple product and inventory types  
Assembly & Kits, Matrix Item products,  
Service products
- Production Management  
Work Orders, Production Recipes,  
Status Tracking

## Results

- Single integrated solution for  
managing all the front-office  
and back-office functions - total  
visibility into business from anywhere
- Total visibility across business for all  
functions - management, production  
sales and marketing
- Significant cost savings in time and  
personnel for managing operations



# Customer Success Story

*"We've found the Agiliron system to be a very powerful tool for our business. It has improved our team's ability to communicate with each other and with our customers, it has simplified our production management and order fulfillment process, and it has given us a platform that will enable our company to grow in a well-organized, efficient manner."*

*- Pete Wagner, CEO, Wagner Skis*



## Introduction & Business Description

Wagner Custom is a small, US design and manufacturing firm that creates world renowned, custom-fit, tailor-made skis and snowboards. The company was founded in 2006, in an ultra-modern, solar and wind powered shop just outside of Telluride, Colorado. Each month, Wagner Custom builds just a few batches of the world's finest skis, each pair uniquely designed and precision crafted for a specific customer. Wagner Custom helps people ski better and have more fun skiing by making sure each customer is on his or her optimal equipment.

"We have a system where we guide the customer through our fitting process and really focus on making sure they are on the best product possible" Wagner says. It is the attention to detail that makes the difference, thicker sidewalls reinforced where necessary for durability, 2.4 millimeter edges versus the industry standard of 1 millimeter, Kevlar layers in skis that will be abused, and a location-specific snow-ready tune.



Wagner Custom continues to realize steady growth as awareness for its customer-centric, stellar products spreads around the globe. Wagner sells directly to skiers thru multiple branded WebStores as well as thru sports equipment retailers and they also operate kiosks at various ski resort locations.

## Business Process Flow



## Business Profile

### Address:

120 Front Street,  
Placerville, CO 81430

### Website:

[www.wagnerskis.com](http://www.wagnerskis.com)  
[www.winterstick.com](http://www.winterstick.com)

### Industry:

Manufacturing, E-Commerce, Direct Sales

### Location:

Placerville, CO

### Business:

Sports Equipment

## Quote

*"Before Agiliron, we had separate tools for e-commerce, production management, order fulfillment, inventory, and CRM. We had to manage several databases with overlapping information. Our processes were inefficient, prone to error, and limiting our ability to grow. We wanted to switch to an integrated business enterprise package that could aggregate our data, simplify our processes, and make reporting easier. Agiliron made sense for us. Plus, it works with Quickbooks."*

- Pete Wagner, CEO  
Wagner Skis

## Additional Customer Success Stories

### Visit Web Site:

[www.agiliron.com/customers](http://www.agiliron.com/customers)

## For More Information

### Address:

10940 SW Barnes, Ste. 217  
Portland, OR 97225

### Phone:

1.855.AGILIRON - 1.855.244.5476

### Email:

[info@agiliron.com](mailto:info@agiliron.com)

### Web Site:

[www.agiliron.com](http://www.agiliron.com)



# Customer Success Story

## Challenges and Pain Points

- Inventory Management – Prior to Agiliron, inventory management was manual and consisted of spreadsheets and Quickbooks and moving of information back and forth. It was cumbersome, time consuming and inaccurate.
- Production Management - Was managed with complex spreadsheets. Access to multiple members of the production team and management was not possible, status tracking and team communication left a lot to be desired. Connection between sales orders and production was managed manually.
- Support for sales thru multiple webstores & Direct Sales – Sales thru these various channels requires integration - it was very inefficient to take and process orders and have an understanding into the state of the business at any point in time.
- Multi-user backend solution – previous patchwork of solutions required management, marketing, sales and production employees to use different tools to accomplish their tasks - Quickbooks, HighRise, Spreadsheets and custom databases. Fragmented data contributed to poor visibility across the business.



## AGILIRON Solution and Business Results

### Edition, Users & Roles

- Edition: Premier Edition
- Users: CEO, Marketing, Sales, Production

### Migration of Existing Solutions

- Migration of Customer Database from HighRise, Migration of Customer Fitting Data from MySQL database, Product Assembly and Inventory Data from QuickBooks

### Challenges Addressed & Results

- Multiple Product and Inventory Types
  - Assembly and Kit Products - Raw Materials to Finished Goods, Auto management of Inventory/COGS
  - Matrix Item Brand Products - Organized by Size, Style & Color
  - Service Products - Tuning, Repairs, LaborReal-time access to Stock & Price Book data
- Production Management
  - Work Orders generated based on Sales Orders
  - Auto generation of production recipe for Work Orders
  - Production Status Tracking and Reports - Customized for Business process
- All Sales Channels Integrated
  - WebStores, Direct Sales
  - Centralized Order Management across all channels
- Customer Relationship Management (CRM)
  - Single customer database of customers from all channels, Email Marketing

### Impact on Business

- Single Integrated Solution for managing all the Sales, Back-office and Front-office functions.
- Significant cost savings in time and personnel for managing daily operations
- Total visibility into business from anywhere

### Adoption & Deployment Timelines

- September 2009 - went live; entire migration and deployment completed in a month

